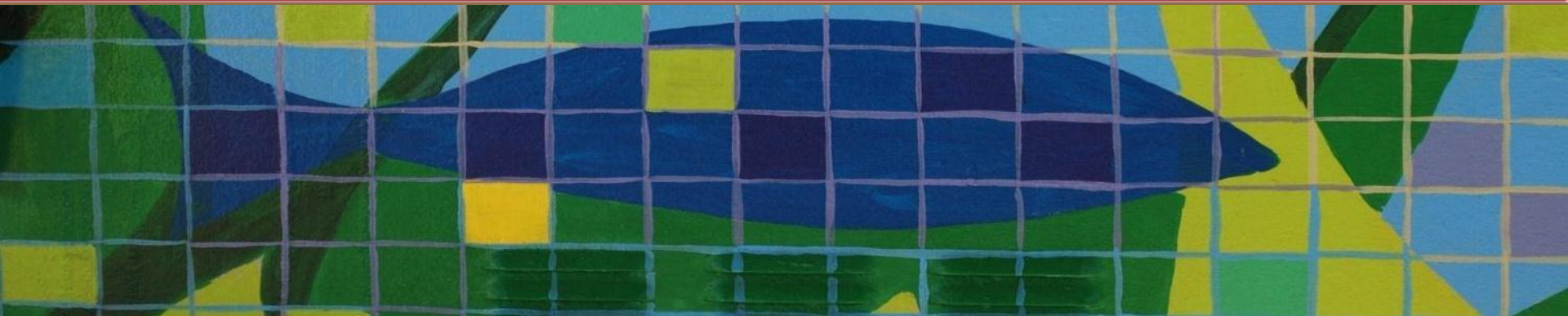


City of Hayward General Plan Task Force

January 10, 2013

Meeting #4: Economic Development





Outline/Agenda

- I. Introductions
- II. Presentation
- III. Group Discussion

Objectives:

- Identify Assets, Challenges, & Opportunities
- Compare ED Element with ED Strategic Plan
- Ideas for Economic Development

- IV. Public Comments
- V. Review Additional Meetings

Introductions





City Staff

- David Rizk, Development Services Director
- Fran Robustelli, Human Resources Director
- Richard Patenaude, Planning Manager
- Erik Pearson, Senior Planner, GPU Project Manager
- Mary Thomas, Management Fellow
- Jason Jones, Jones Planning and Design



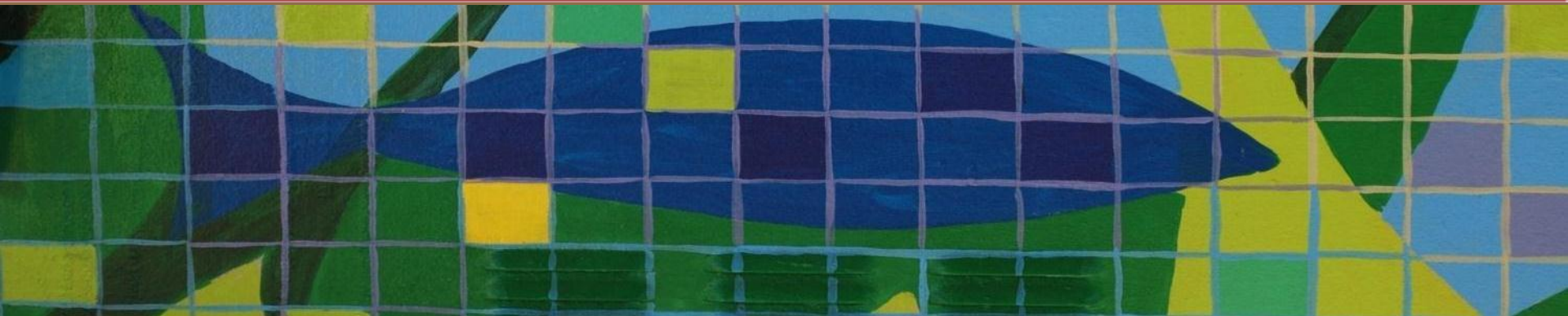
General Plan Task Force

- Alan L. Parso
- Alex Harmon
- Dana Caines
- Daniel B. Goldstein
- Diane Laine
- Edward W. Bogue
- Heather Enders
- Julius C. Willis Jr.
- Justin D. King
- Lory Hawley
- Monica M. Schultz
- Pedrito C. Gella
- Ryan Fernandez
- Stacy Snowman
- Veronica Martinez

Comments/Approval of Summary Notes from Meeting # 3



Economic Development: Existing Conditions and Policy/Regulatory Framework





Existing Policies and Programs

- State General Plan Guidelines for Economic Development Elements
- Overview of Current Economic Development Element of the General Plan
- Overview of Existing Programs
- Overview of Draft Economic Development Strategic Plan



California Guidelines for ED Element

Possible Topics:

- Business Retention and Development by Sector
- Employment Development
- Business Recruitment
- Fiscal Stability
- Budgetary Structure



Existing ED Element Policies

1. Balance need for development with other goals
2. Attract investment, increase tax base, generate public revenues
3. Facilitate development of employment opportunities for residents
4. Enhance the City's image
5. Attract New Businesses
6. Retain Existing Businesses



Existing Economic Development Programs

- Shop Hayward
- Business Recognition Awards
- Restaurant Walks
- Downtown Business Improvement Area (BIA)
- Business Visitation Program
- Events (movies & concerts on plaza, street parties, Off the Grid, festivals, etc.)



Economic Development Strategic Plan

- Currently being prepared
- Scheduled to be adopted by Council in March 2013



Economic Development Strategic Plan

Draft Vision

The City of Hayward is recognized as the most desirable and business-friendly place in the East Bay in which to locate and conduct business.



Economic Development Strategic Plan

Draft Mission Statement - We will achieve our vision by:

1. Ensuring efficient and certain business permitting processes;
2. Creating and sustaining a safe, clean, green, and fiscally sound business environment that benefits residents, businesses, and the region;
3. Promoting Hayward for its central location, prime business sites, great climate, and excellent transportation, water, and public safety services; as well as for other strengths such as its international community, civic participation, and history, which distinguish Hayward from other municipalities;
4. Actively recruiting new businesses and supporting emerging sectors like biotech industries and food processing businesses; and
5. Partnering with businesses and community agencies in Hayward, including higher learning institutions and especially the local school district, to foster a skilled and educated local workforce.



Economic Development Strategic Plan

Three Strategic Focus Areas

- #1 – Branding and Marketing
- #2 – Industrial Sector
- #3 – Service/Retail Sector
- Industrial Opportunity Sites
- Retail Catalyst Sites



EDSP – Focus Area 1: Branding & Marketing Goals

- A. Identify and develop a brand that showcases Hayward's strengths
- B. Develop and execute a comprehensive marketing program
- c. Strengthen and expand events and opportunities for community members, businesses, and visitors to engage with Hayward businesses



EDSP – Focus Area 2: Industrial Sector Goals

- D. Support existing business, especially in the area of safety
- E. Recruit and secure new businesses in priority locations/industries that are a good fit for Hayward
- F. Maintain and expand the public infrastructure that businesses need to thrive
- G. Create proactive, site-specific land use policies that clearly convey information to potential businesses
- H. Ensure a timely and predictable permit process
- I. Improve Hayward's education-to-job bridge through an active community partnership



EDSP – Focus Area 3: Retail & Service Sector Goals

- J. Support existing business, especially in the area of safety
- K. Recruit and secure new businesses in priority locations/industries that are a good fit for Hayward
- L. Maintain and expand the public infrastructure that businesses need to thrive
- M. Create proactive, site-specific land use policies that clearly convey information to potential businesses
- N. Ensure a timely and predictable permit process
- O. Improve Hayward's education-to-job bridge through an active community partnership



Group Discussion





Group Discussion

- Assets, Challenges, and Opportunities related to Economic Development
- Identify potential Policies and Strategies for the Economic Development element



Group Discussion

Assets identified during workshops:

- Parks
- Historic Buildings
- Farmer's Market
- Festivals, Music, Arts, Cinema
- High Quality Water
- Industrial Area, Existing Manufacturers
- Location
- Downtown layout has a lot of potential



Group Discussion

Challenges identified during workshops:

- Too Many Vacant Buildings
- HUSD Schools
- Image/Reputation
- City Permitting/Licensing
- Traffic
- Need More Shopping & Nightlife Downtown
- Need Hotel & Conference Center



Group Discussion

Opportunities identified during workshops:

- New library downtown
- CSUEB & Chabot College
- Create an entertainment zone downtown
- Huge opportunities to appeal high tech industry
- Location in Bay Area is ideal for business growth
- Convert empty buildings to entertainment places for youth and families
- more family-friendly cafes
- Location!, location!, location!
- Empty spaces



Group Discussion

- Other assets, challenges, and opportunities related to Economic Development?
- Ideas to address Assets, Challenges, and Opportunities
- Identify Potential Policies and Strategies

Public Comment Period



Review List of January Meetings



Adjournment

